

Terms of Reference

Project Title : Livelihood Enhancement and Association of the Poor (LEAP) Project

Position : National Communication Consultant (NCC)

Location: Project Coordination Office (PCO), Ministry of Interior (MOI), Phnom Penh

Duration : The duration of the contract is up to 36 months from the contract signing date, subject to the annual assessment of the consultant performance, availability of funds, the project closing date, and the needs for project.

Basis : Individual Consultancy Contract

I- BACKGROUND

The Royal Government of Cambodia (RGC) through the Ministry of Economy and Finance has received a Credit from International Development Associate (IDA) to fund the Livelihood Enhancement and Association of the Poor (LEAP) Project. This is a 5- year project funded by the World Bank. The project has a total budget of approximately USD 20,170,000 and became effective on May 26, 2017 and has a closing date of November 30, 2022.

The project development objective (PDO) is to improve access of poor and vulnerable households in selected communities to financial services, opportunities for generating income, and small-scale infrastructure, and to provide immediate and effective response in case of an eligible crisis or emergency. This would be achieved through the: (a) establishment of self-help groups (SHGs), savings and credit groups, producer groups, agricultural cooperatives and other peoples groups/organizations; (b) provision of capacity building and training to beneficiaries to improve their income generation opportunities; (c) establishment of private sector linkages to improve and expand market opportunities; and (d) identification and provision of community-based social and economic infrastructure to help improve livelihood and economic productivity of the poor.

The key beneficiaries of the project would be the ID Poor and vulnerable households in the target 47 communes and 13 Sangkats in Siem Reap Province and Phnom Penh Capital, respectively.

The project is divided into three main components. These are:

- Component 1: Improving Livelihoods for Rural Poor and Vulnerable Households
- Component 2: Improving Livelihoods for Urban Poor and Vulnerable Households
- Component 3: Project Management, Coordination, and Monitoring & Evaluation

The organizational structure of the project involves government implementing agency oversight by a Project Coordination Office (PCO) located in the Ministry of Interior (MoI), and two Sub-Management Teams (SMTs) located at the Siem Reap Provincial Administration and Phnom Penh Capital Hall with Khan and Commune/Sangkat level facilitators. MAFF/GDA will be a technical Implementing Agency (IA) responsible for the agriculture livelihood support for beneficiaries in Siem Reap Province.

The Project Coordination Office (PCO) supports and facilitates executing agencies in their component implementation, and is responsible for project management and coordination, procurement and finance, reporting and communicating with the World Bank and key stakeholders.

II- OBJECTIVE OF THE ASSIGNMENT

The purpose of the assignment is to raise awareness of the purpose of the LEAP Project, its activities and achievements with decision makers in Government, development partners, beneficiaries the broader public, and other target stakeholders.

III- SCOPE OF THE CONSULTING SERVICES

The **National Communication Consultant** cooperates closely with other international and national consultants and government officers at PCO, GDA/MAFF, Siem Reap Province SMT, Phnom Penh SMT and other relevant stakeholders to support the LEAP activities. This will include, but not be limited to the following:

1. Plan and implement activities to document the activities and achievements of LEAP, including photographic records, video clips, case studies, most significant change stories etc;
2. Prepare knowledge and communications products for publication, including press releases, topical reports etc;
3. Support other LEAP implementation units to ensure a consistent quality and style of published materials (including project manuals, posters, forms, leaflets, presentations, policy briefs, reports, training materials etc);
4. Prepare a Communications Plan specifying target stakeholders for communications, types of communication methods used, the timing of communications, other project team members that needs to be involved, budget needed, and other aspects of the Plan which can be reviewed by LEAP management and endorsed as a part of the PCO's work plan.
5. Support the preparation of workshops, seminars, stakeholder meetings and other public events of the LEAP Project, ensuring a high standard of organization and presentation projecting a positive image of LEAP;
6. Manage and maintain the LEAP web-pages including ensuring the timely posting of information, knowledge products and programme documents;
7. Support the PCO to manage relations with news media (newspapers, TV etc) including responding to enquiries, organizing press coverage of workshops, field visits etc;
8. Support preparation of LEAP six-month and annual reports to a high standard of preparation;
9. Other duties as assigned by the PCO Project Manager.

IV- OUTPUTS

The Consultant is expected to produce the following reports during the assignment period:

1. Inception Report two weeks after mobilization, defining the Consultant's work plan (inception report) for the first six months, outlining key activities under the assignment and advising on any issues that may affect timely progress;
2. A project Communications Plan which is reviewed and endorsed by the PCO Project Director and Project Manager.
3. A monthly activity report and time sheet to be submitted to the PCO Project Manager, detailing tasks carried out by the Consultant, including achievements, constraints and activities planned over the next month;
4. A final report identifying all outputs of the consultancy, lessons learned and recommendations for sustainability and further development in the future.

V- CONTRACT TIMING/ DURATION

The duration of the contract is 36 months from the contract signing date, subject to the annual evaluation of the consultant performance, availability of funds and the business needs of the project. The consultant performance evaluation will be carried out by PCO Project management for the first six months of the service and annually based on the Scope of Services described above, as well as each annual work program approved by PCO Project management.

VI- SUPERVISION AND REPORTING LINE

The National Communication Consultant is under the direct supervision of the PCO Project Manager.

VII- SUPPORT FROM LEAP PROJECT

1. The post holder will be based in the Ministry of Interior (MoI) with pre-approved visits to the provinces to monitor project progress as required;
2. The Leap Project shall make available office accommodation with air conditioning, administrative equipment (printer, photocopier, phone & fax machine, email and internet connection) and office supplies for the purpose of the assignment;
3. The Leap Project will support in all communications (email, telephones and internet services) related to the project activities in the course of the assignment;
4. The consultant can access to filing system and project records are available and retrieval, and its depository or discard of any form of intervention;
5. The Employer will provide official transportation for official travel/missions during the course of the assignment; and
6. Provide support staff to enable the effective and efficient operation of the services.

VIII- KEY MINIMUM QUALIFICATIONS REQUIRED

1. Advanced university degree (master's) in communications, media, public relations, marketing or a closely related field;
2. At least ten (10) years' relevant professional experience include experience of managing communications, media relations and events for business, civil society or public sector agency;
3. At least five (5) years in publishing documents and multi-media products to a high standard with development partners (bilateral and multi-lateral agencies);
4. Understanding of rural development and employment issues;
5. Documentation including preparation of photographic, video and written records of events and activities;
6. Publishing: preparing documents and multi-media for publication with a high and consistent standard of presentation;
7. Experience in event organization: preparation of conferences, workshops or other types of event;
8. Basic knowledge of web-page management will be an asset;
9. High standard of writing in Khmer and English;
10. Good teamwork abilities;
11. High level of computer literacy (skilled use of MS Office programmes including typing both Khmer and English);
12. Personal interest, commitment, flexibility and willingness to work in a highly motivated team of professionals; and
13. Ability to travel to areas of operations.

IX- PAYMENT PROCESS

Payment shall be made in United States Dollars to Consultant's bank account not later than 14 days following submission of invoices and time sheet.

The Client shall pay the Consultant for Services rendered at the rate(s) per man/month spent subject to a maximum of eight hours per day in accordance with the rates agreed.